

Monday, 27 April 2015

## Abbott supported by only 12% of electors as Liberal Leader while Plibersek now preferred to Shorten as ALP Leader for the first time

A telephone Morgan Poll over three nights last week (April 21-23, 2015) finds:

- **Former Liberal Party Leader Malcolm Turnbull is again clearly preferred as Liberal Leader by 38% of electors (up 2% since January 12-13, 2015) well ahead of Deputy Leader Julie Bishop 27% (up 1%) and Prime Minister Tony Abbott 12% (down 2%). This is a record low level of support for Abbott since he became Liberal Leader in December 2009. No other candidate has more than 5% support.**
- L-NP voters also prefer Turnbull as Liberal Party Leader 30% (up 4%), just ahead of Prime Minister Tony Abbott 25% (down 5%) and Deputy Liberal Leader Julie Bishop (25%, down 3%). Treasurer Joe Hockey has lost significant support since delivering the 2014 Federal Budget and is now at only 6% (up 2%).
- Deputy ALP Leader Tanya Plibersek 23% (up 5%) of electors is now the preferred Labor Leader ahead of Opposition Leader Bill Shorten 21% (down 4%) with both well ahead of Shadow Minister for Infrastructure and Transport Anthony Albanese 13% (up 3%) and former Treasurer Wayne Swan 10% (unchanged).
- Tanya Plibersek 30% (up 9%) is now also preferred amongst ALP supporters ahead of Bill Shorten 26% (down 9%) for the first time and also Wayne Swan 9% (down 3%) and Anthony Albanese 11% (up 3%).
- If Mr Abbott were to resign as Prime Minister tomorrow, it would appear to be a two-horse race between Malcolm Turnbull 40% (up 2%) and Julie Bishop 30% (down 2%). Their support is more evenly matched amongst L-NP voters with Turnbull (34%) narrowly preferred to Bishop (32%).
- If Labor Leader Bill Shorten were to resign for any reason, Deputy ALP Leader Tanya Plibersek 26% (up 5%) is narrowly preferred as ALP Leader ahead of Shadow Minister for Infrastructure and Transport Anthony Albanese 16% (up 2%) and former Treasurer Wayne Swan 15% (down 1%).

### Gary Morgan says:

*“Prime Minister Tony Abbott is supported by only 12% (down 2% since January) of Australian electors as the best person to lead the Federal Liberal Party, well behind both former Liberal Party Leader Malcolm Turnbull 38% (up 2%) and Deputy Liberal Leader Julie Bishop 27% (up 1%). This is the lowest level of support for Abbott since assuming the leadership of the Liberal Party in December 2009.*

*“Even amongst L-NP supporters – who have traditionally favoured Abbott over both Turnbull and Bishop – Turnbull has now gained the most support as the preferred Liberal Party Leader 30% (up 4%) equally ahead of both Abbott 25% (down 5%) and Bishop 25% (down 3%).*

*“Worryingly for Opposition Leader Bill Shorten he has now slipped behind Deputy ALP Leader Tanya Plibersek as the preferred ALP Leader with Plibersek 23% (up 5%) cf. Shorten 21% (down 4%). This is the first time Plibersek has been preferred to Shorten since he became ALP Leader after the last Federal Election. Both are well clear of former leadership rival Anthony Albanese 13% (up 3%) and former Treasurer Wayne Swan 10% (unchanged). However, whilst Abbott can be voted out of the leadership by the Liberal Party room – Shorten can’t be removed before the next election given the new rules surrounding a change of leadership adopted by the Federal ALP.”*

This special telephone Morgan Poll was conducted over three nights last week, April 21-23, 2015 with an Australia-wide cross section of 583 electors.

Visit the [Roy Morgan Online Store](#) to browse our [Voter Profiles](#) by electorate, detailed [Voting Intention Demographics Reports](#) and [Most important Political Issue Reports](#) (all 150 electorates ranked by an issue).

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### Preferred Coalition Leader

Electors were asked: "If you were a Liberal or National Party voter and helping to choose the Coalition Leader for the next Federal Election, who would you prefer?"

	Tony Abbott as Prime Minister				Analysis by Federal Voting Intention			
	June 3-5,	Sep 30-Oct 2,	Jan 12-13,	April 21-23,	L-NP	ALP	Greens	Ind/ Other
	<u>2014</u>	<u>2014</u>	<u>2015</u>	<u>2015</u>				
	%	%	%	%	%	%	%	%
Turnbull	44	38	36	38	30	47	54	32
J. Bishop	7	16	26	27	25	29	28	29
Abbott	15	19	14	12	25	3	0	4
Morrison	2	2	2	5	8	2	0	6
Hockey	11	6	4	5	6	5	0	2
Joyce	5	3	4	3	2	3	2	8
Pyne	1	1	2	2	2	0	7	1
Robb	2	*	*	*	*	*	0	0
Someone else	1	1	1	1	1	0	0	2
Can't say	12	14	11	7	1	11	9	16
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

\*Indicates support for this candidate of less than 0.5%.

### Preferred Coalition Leader other than Tony Abbott

Electors who preferred Tony Abbott were then asked:

"Still thinking about helping choose the Coalition Leader for the next Federal Election, who would you prefer out of: Malcolm Turnbull, Julie Bishop, Joe Hockey, Andrew Robb, Christopher Pyne, Barnaby Joyce & Scott Morrison?"

The answers were added to those preferred Coalition Leader from the previous question to show preferred leaders other than Tony Abbott.

	Tony Abbott as Prime Minister				Analysis by Federal Voting Intention			
	June 3-5,	Sep 30-Oct 2,	Jan 12-13,	April 21-23,	L-NP	ALP	Greens	Ind/ Other
	<u>2014</u>	<u>2014</u>	<u>2015</u>	<u>2015</u>				
	%	%	%	%	%	%	%	%
Turnbull	48	42	38	40	34	48	54	32
J. Bishop	9	23	32	30	32	30	28	29
Morrison	3	3	3	7	13	2	0	6
Hockey	15	9	6	6	8	6	0	4
Joyce	6	4	4	4	5	3	2	10
Pyne	1	2	3	2	2	0	7	1
Robb	2	*	*	1	*	1	0	0
Someone else	1	1	1	1	1	0	0	2
Can't say	15	16	13	9	5	10	9	16
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

\*Indicates support for this candidate of less than 0.5%.

The Morgan Poll is conducted by the **ONLY** Australian and New Zealand member of the Gallup International Association.

No other public opinion poll taken in Australia has this qualification.

### Preferred Labor Leader

Electors were then asked: *"If you were a Labor Party voter and helping to choose the Labor leader for the next Federal Election, who would you prefer?"*

	Prime Minister Tony Abbott				Analysis by Federal Voting Intention			
	June 3-5,	Sep 30-Oct 2,	Jan 12-13,	April 21-23,	L-NP	ALP	Greens	Ind/ Other
	<u>2014</u>	<u>2014</u>	<u>2015</u>	<u>2015</u>				
	%	%	%	%	%	%	%	%
Plibersek	16	18	18	23	15	30	39	20
Shorten	22	21	25	21	22	26	15	11
Albanese	15	15	10	13	15	11	17	12
Swan	9	10	10	10	11	9	4	19
Bowen	5	6	6	5	7	6	1	5
Macklin	5	4	5	4	4	5	5	4
Burke	3	3	5	4	4	3	5	3
Someone else	2	2	2	1	1	0	0	2
Can't say	23	21	19	19	21	10	14	24
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

### Preferred Labor Leader other than Bill Shorten

Electors who preferred Bill Shorten as ALP Leader were then asked:

*"Still thinking about helping choose the Labor leader for the next Federal Election, who would you prefer out of: Anthony Albanese, Wayne Swan, Jenny Macklin, Chris Bowen, Tanya Plibersek or Tony Burke?"*

The answers were added to those preferred for Labor Leader from the previous question to show preferred leaders other than Bill Shorten.

	Prime Minister Tony Abbott				Analysis by Federal Voting Intention			
	June 3-5,	Sep 30-Oct 2,	Jan 12-13,	April 21-22,	L-NP	ALP	Greens	Ind/ Other
	<u>2014</u>	<u>2014</u>	<u>2015</u>	<u>2015</u>				
	%	%	%	%	%	%	%	%
Plibersek	21	21	21	26	17	35	43	25
Swan	13	14	16	15	18	13	9	19
Albanese	19	19	14	16	16	17	19	14
Bowen	7	8	9	8	11	8	1	5
Macklin	7	5	7	6	4	7	8	4
Burke	5	3	7	5	5	5	5	3
Someone else	2	2	2	1	2	*	-	2
Can't say	26	28	24	23	27	15	15	28
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

# Morgan Poll Accuracy — Recent Elections State & Federal (2007-14)

The Morgan Poll has proven to be consistently the most accurate regular poll in recent Australian Elections — including the 2013 Federal Election, 2010 Federal Election, 2007 Federal Election, 2010 Victorian State Election & 2012 Queensland State Election.

The Morgan Poll was the most accurate of all polling companies at [the 2013 Federal Election](#) for the two-party preferred vote (L-NP: 53.5% cf. ALP 46.5%) (sample 4,937 electors).

The Morgan Poll was the most accurate of all polling companies at [the 2007 Federal Election](#) for both primary vote and two-party preferred predictions (sample 2,115 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Queensland Election with a reduced majority](#) (sample 604 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Victorian Election with a reduced majority](#) (sample 956 electors). The Morgan Poll was also the most accurate on the primary vote of the major parties for the Victorian election.

**Note:** The [discussion on Possum Pollytics](#) regarding Morgan and Newspoll is well worth reading.

The following included comment says it all: “I find it interesting that for the only poll in the last five years for which there is any ‘real’ figure with which to compare, i.e. the polls immediately before the 2004 election, Morgan (45.5%) was closer to the actual Coalition Primary (46.7%) than Newspoll (45%) or Nielsen (49%), and Morgan (38.5%) was also closer to the ALP actual primary (37.6%) than Newspoll (39%), and only marginally further away than Nielsen (37%). Since we have no idea of how far away the ongoing polls are from ‘reality’ (whatever that means), surely we should just go with what we know, that in the most recent testable case, Morgan was better at forecasting the actual primary vote than Newspoll. On what possible basis should we decide that the Newspoll or Nielsen primary vote estimate is ‘better’ than Morgan’s.”

[View Federal Voting Intention Trend](#)

## Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
500	±4.3	±3.8	±2.6	±1.9
1,000	±3.2	±2.7	±1.9	±1.4